Course Specifications
Valid as from the academic year 2019-2020

Market Research Methods (F000696)

Course size (nominal values; actual values may depend on programme)
Credits 6.0  Study time 180 h  Contact hrs 55.0 h

Course offerings and teaching methods in academic year 2019-2020
A (semester 1)  English

seminar: practical PC room classes 20.0 h
integration seminar 8.75 h
PDE tutorial 10.0 h
lecture 11.25 h
project 5.0 h

Lecturers in academic year 2019-2020
Van Kenhove, Patrick     Huyghe, Elke
EB23     EB23
lecturer-in-charge    co-lecturer

Offered in the following programmes in 2019-2020

Master of Science in Teaching in Economics (main subject Business Economics) 6 A
Master of Science in Business Economics (main subject Accountancy) 6 A
Master of Science in Complementary Studies in Business Economics (main subject Business Economics) 6 A
Master of Science in Business Economics (main subject Corporate Finance) 6 A
Master of Science in Business Engineering (main subject Data Analytics) 6 A
Master of Science in Business Engineering (main subject Finance) 6 A
Master of Science in Business Economics (main subject Marketing) 6 A
Master of Science in Business Engineering (main subject Operations Management) 6 A
Master of Science in Economics 6 A
Exchange programme in Economics and Business Administration 6 A

Teaching languages
English

Keywords
Market research

Position of the course
The objective of this course is to acquire insights concerning a number of critical aspects of market research. We want to enable the students to:
• evaluate the validity and reliability of existing market research,
• plan and execute a concrete ad hoc market research project,
• use the most important multivariate statistical techniques in marketing

Guest speakers (5) are invited to talk about market research in practice

Classes: Concentrated in a time period of 6 weeks. Block 1 (weeks 1-6) of semester 1

Contents
• Secondary information sources (Nielsen, GfK)
• Marketing Information Systems
• Factor analysis
• Cluster analysis

(Approved)
• Multiple regression
• Multidimensional scaling
• Conjoint measurement
• Market research applications:
  • Market segmentation research
  • Product research
  • Price research
  • Direct marketing research
• SPSS: multivariate statistical techniques

Initial competences
Excellent basic knowledge of business research methods (research plan, methods of
data collection, sampling, univariate statistics).

Final competences
1. Execute a qualitative market research project
2. Evaluate validity and reliability of commercial research
3. Interpret Nielsen and GFK-data
4. Interpret multivariate techniques with SPSS
5. Acquire a critical attitude towards your learning process and that of your fellow
   students
6. Develop an active learning attitude where you work independently and in team
towards the solution of the problem

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Lecture, integration seminar, PDE tutorial, project, seminar: practical PC room classes

Extra information on the teaching methods
Classes: block 1 (weeks 1-6) of semester 1
Interactive sessions
Guest speakers
Exercises (in small groups)
Cases (in small groups): application of multivariate statistical techniques (with SPSS):
Problem based learning: see blockbook course;
Nielsen case: Problem bases learning: see blockbook course.

Learning materials and price
Handboek: P. De Pelsmacker en P. Van Kenhove, Marktonderzoek.
Methoden en toepassingen, Pearson Education, Vijfde editie, 2019 (not for international
students)
Instructor's notes

Optional: W. Janssens, K. Wijnen, P. De Pelsmacker en P. Van Kenhove: Market
Research with SPSS, Pearson Education, 2008
Cost: 58 EUR

References
Course content-related study coaching
Students can always ask the teachers or assistant (Laura De Kerpe) or pedagogical
assistant (Fanny Buysschaert) for additional explanations or coaching. Interactive
SPSS sessions

Evaluation methods
continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation
Written examination, oral examination, participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible in modified form

(Approved)
Extra information on the examination methods

Written and oral examination
The evaluation for this course is: permanent evaluation. Students who fail in the first term, will only be able to do a written and oral exam in the second term. As the permanent evaluation is linked with the problem-based tutorials and supervisions, the peer assessment, there is no second chance for this part and the results for this part will simply be transferred to the second term results.
Students are required to be present during tutorials, supervisions and case discussions: If you are absent without a valid reason, you can not pass this course! Please notify (in advance!) the discussion leader, the lecturer and the pedagogic teaching staff of your absence. This is a very important attitude that is taken serious in this academic world as well as in the corporate culture.

Calculation of the examination mark

**Permanent evaluation:**
30% individual questioning of both cases: Individual questioning (oral examination) of both cases, the statistical techniques (factor analysis, cluster analysis, MDS and correspondence analysis, regression analysis) and guest lectures.
70% of which:
- 35% group work assignment 1 Nielsen (of which 40% active and relevant participation, involvement and attendance during supervision, tutorial meetings and group work, 60% content report and peer assessment)
- 35% group work assignment 2 SPSS (of which 40% active and relevant participation, involvement and attendance during supervision, tutorial meetings and group work, 60% content report and peer assessment)

Facilities for Working Students

Contact the instructor before the start of the sessions.
Problem based learning sessions are obligatory

(Approved)